CLAIM AMENDMENTS

42. (Currently Amended) A method for transacting an advertisement transfer from an advertisement distributor to a visitor, the method comprising performing the steps of:

   (a) prior to the occurrence of a visitor visitation at a communications node,

      (i) making at least one advertisement distributor aware that profile information comprising visitor attributes and corresponding economic value contributions is desired,

      (ii) collecting responses from the at least one distributor, wherein a preponderance of the responses have a plurality of attributes and the at least one distributor has assigned to each of at least some ~~some or all~~ of the plurality of attributes an economic value contribution,

      (iii) spreading the attributes of a preponderance of the responses ~~response~~ to form a number of combinations of various attributes,

      (iv) determining the price of each combination of attributes by logically and arithmetically aggregating the economic value contributions,

   (b) upon the occurrence of a visitor visitation at a communications node, the communication node electronically:

(i) constructing a profile of the visitor containing various attributes,

(ii) selecting the combination from the response that includes some or all of the

attributes from the profile and that yields the highest price,

(iii) contracting, between the node and the distributor of the selected combination, a

transference of an advertisement from the distributor to the visitor, and

(iv) effecting a transfer of the advertisement to the visitor.

43. (Previously presented) The method according to claim 42 wherein the communications node

collects generalized response descriptors from the at least one distributor, and the

broadcasting (step b) is done internally using the collected descriptors as proxy for the at

least one distributor.

44. (Previously presented) The method according to claim 42 wherein the visitor profile includes

at least one item selected from: content's categories of the content the visitor requested or is

watching; key words, which classify the content the visitor requested or is watching; time of

day relative to server; derivatives of the visitor's IP address; domain; geographic location of

the visitor's ISP (Internet Service Provider) or OSP (On line Service Provider); geographic

location of the visitor's company or organization if connected through a permanent point to

point connection; time of day relative to user, as a derivative of his geographic location;

Internet Service Provider (ISP); On-line Service Provider (OSP); browser type; operating

system; or SIC code.

45. (Previously presented) The method according to claim 42 wherein the node or the distributor

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is audited.

46. (Previously presented) The method according to claim 42 wherein the broadcasting, contracting, or transferring is encrypted.

47. (Previously presented) The method according to claim 42 wherein the advertisements are selected from the list: banners, text, HTML page address pointers, text, hypertext, audio content, visual content, or any combination thereof.

48. (Previously presented) The method according to claim 42 is further including the construction of at least one of the following: an e-mail list, or a data base.

49. (Previously presented) The method according to claim 42 wherein the selecting is of multiple responses.

50. (Previously presented) The method according to claim 42 wherein the contracting is with any responding distributor bidding above a predetermined threshold price, and the threshold price is not known to the distributors.

51. (Previously presented) The method according to claim 42 wherein the visitor submits a self-disclosure profile to the node.

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52. (Previously presented) The method according to claim 42 wherein the visitor profile is constructed from header information in the visitor's transmission.

53. (Previously presented) The method according to claim 42 wherein a rate structure for the contracting is determined according to a matching between the visitor's profile and an advertisement specification in the response.

54. (Previously presented) The method according to claim 42 wherein the contracting includes at least one transaction segment describing the visitor, describing the node, describing the advertisement, and describing the distributor.

55. (Previously presented) The method according to claim 54 wherein the at least one segment includes a Boolean logic sections, a rate structure logic, disclosure information, or disclosure logic information.

56. (Previously presented) The method according to claim 42 further comprising a follow-up visit by the visitor to an address associated with the transacted advertisement.

57. (Previously presented) The method according to claim 56 wherein the follow-up visit is audited.

58. (Previously presented) The method according to claim 57 wherein the audit includes an item

   selected from the list: a purchase by the visitor of a service or commodity at a "site" specified

   in the transferred advertisement, or pointed to therefrom.

59. (Previously presented) The method according to claim 57 wherein the node or his authorized

   agent receives a payment resulting from the visitor's purchase at a site specified in the

   transferred advertisement, or pointed to therefrom.

60. (Previously presented) The method according to claim 42 further comprising an intermediary

   between the node having a visitation and the at least one distributor, and the intermediary is

   for effecting additions to the visitor profile constructed by the node in step (b)(i) or is for

   effecting any of steps (a)(i) through (a)(iv) or (b)(ii) through (b)(iv).

61. (Previously presented) The method according to claim 42 wherein the visitor discloses his

   cookie and said cookie is analyzed by the node, the intermediary, the distributor, or an

   address associated with the transacted advertisement.

62. (Previously presented) The method according to claim 60 wherein the visitor discloses his

   cookie and said cookie is analyzed by the node, the intermediary, the distributor, or an

   address associated with the transacted advertisement.

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63. (Previously presented) The method according to claim 42 wherein the visitor specifies a self imposed censorship restriction in order to void acceptance of certain classes of advertising, or in order to designate a class of advertising preferences.

64. (Previously presented) The method according to claim 42 wherein constructing a visitor profile includes correlating known visitor identification parameters with a database.

65. (Previously presented) The method according to claim 42, wherein the step of selecting utilizes a logic protocol according to a relational database query semantic.

66. (Previously presented) The method according to claim 42 wherein the visitor is associated with a commercial enterprise, a search engine, an automaton, a corporate person, or a human.

67. (Previously presented) The method according to claim 42 wherein effecting, contracting, or constructing includes recording or storing advertisements transferred to the visitor for intentional subsequent transfer to the same visitor or for intentional avoidance of subsequent transfer to the same visitor.

68. (Currently Amended) A device for transacting an advertisement transfer, from an

advertisement distributor to a visitor, the device comprising a sequentially linked series of modules:

      (a) a first module for making at least one advertisement distributor aware that profile information comprising visitor attributes and corresponding economic value contributions is desired,

      (b) a second module for collecting responses from the at least one distributor, wherein a preponderance of the responses have a plurality of attributes and the at least one distributor has assigned to each of at least some ~~some or all~~ of the plurality of attributes an economic value contribution,

      (c) a third module for spreading the attributes of a preponderance of the responses ~~response~~ to form a number of combinations of various attributes,

      (d) a fourth module for determining the price of each combination of attributes by logically and arithmetically aggregating the economic value contributions,

      (e) a fifth module for constructing a profile of a visitor to a visitation site containing various attributes,

      (f) a sixth module for selecting the combination from the response that includes some or all of the attributes from the profile and that yields the highest price,

(g) a seventh module for contracting, between a communications node and the

distributor of the selected combination, a transference of an advertisement from

the distributor to the visitor, and

(h) an eighth module for effecting a transfer of the advertisement to the visitor.

69. (Previously presented) The device according to claim 68 wherein the modules are distributed

or fragmented between more than one computer processor or network communications server

or network communications router.

70. (Previously presented) The device according to claims 68 further comprising at least one

memory media containing data collected or data constructed in at least one of the modules.

71. (Previously presented) The device according to claims 69 further comprising at least one

memory media containing data collected or data constructed in at least one of the modules.

72. (Previously presented) The device according to claim 68 further comprising a distributor

response module for optimizing a selection from a plurality of collected profiles.

73. (Previously presented) The device according to claim 69 further comprising a distributor

response module for optimizing a selection from a plurality of collected profiles.

74. (Previously presented) The device according to claim 70 further comprising a distributor response module for optimizing a selection from a plurality of collected profiles.

75. (Previously presented) The device according to claim 71 further comprising a distributor response module for optimizing a selection from a plurality of collected profiles.

76. (Previously presented) The device according to claim 72 wherein the optimizing is according to a fixed budget, or according to an advertisement campaign model, or according to subsequent modifications thereto.

77. (Currently Amended) A program storage device readable by a machine and encoding a program of instructions for executing a method for transacting an advertisement transfer, from an advertisement distributor to a visitor, the method comprising performing the steps of:

(a) prior to the occurrence of a visitor visitation at a communications node,

(i) making at least one advertisement distributor aware that profile information comprising visitor attributes and corresponding economic value contributions is desired,

(ii) collecting responses from the at least one distributor, wherein a preponderance of the responses have a plurality of attributes and the at least one distributor has assigned to <u>each of at least some</u> some or all of the <u>plurality of</u> attributes an

economic value contribution,

(iii) spreading the attributes of a preponderance of the responses response to form a

number of combinations of various attributes,

(iv) determining the price of each combination of attributes by logically and

arithmetically aggregating the economic value contributions,

(b) upon the occurrence of a visitor visitation at a communications node, the

communication node electronically:

(i) constructing a profile of the visitor containing various attributes,

(ii) selecting the combination from the response that includes some or all of the

attributes from the profile and that yields the highest price,

(iii) contracting, between the node and the distributor of the selected combination, a

transference of an advertisement from the distributor to the visitor, and

(iv) effecting a transfer of the advertisement to the visitor.

78. (Currently Amended) A program storage device readable by a machine and encoding a

program of instructions for executing a system for transacting an advertisement transfer,

from an advertisement distributor to a visitor, the system including:

(a) a first module for making at least one advertisement distributor aware that

profile information comprising visitor attributes and corresponding economic

value contributions is desired,

(b) a second module for collecting responses from the at least one distributor,

wherein a preponderance of the responses have a plurality of attributes and the

at least one distributor has assigned to each of at least some some-or-all of the plurality

of attributes an economic value contribution,

(c) a third module for spreading the attributes of a preponderance of the responses

response to form a number of combinations of various attributes,

(d) a fourth module for determining the price of each combination of attributes by

logically and arithmetically aggregating the economic value contributions,

(e) a fifth module for constructing a profile of a visitor to a visitation site

containing various attributes,

(f) a sixth module for selecting the combination from the response that includes

some or all of the attributes from the profile and that yields the highest price,

(g) a seventh module for contracting, between a communications node and the

distributor of the selected combination, a transference of an advertisement from

the distributor to the visitor, and

(h) an eighth module for effecting a transfer of the advertisement to the visitor.

79. (Previously presented) The method according to claim 42 wherein the step of determining the respective price of the visitor profile includes using a memory cache structure matching tree.

80. (Previously presented) The device according to claim 68 wherein the seventh module uses a memory cache structure matching tree.

81. (Previously presented) The method according to claim 77 wherein the step of selecting the combination yielding the highest price includes using a memory cache structure matching tree.

82. (Previously presented) The device according to claim 78 wherein the seventh module uses a memory cache structure matching tree.